

OVERSEAS VISITORS TO ARIZONA SUMMARY - 2005**

Arizona Office of Tourism

VISITATION VOLUME		TRAVEL PATTERNS		AZ DESTINATIONS VISITED	
Total Overseas Visitation	564,000	ADVANCE TRIP PLANNING		Grand Canyon NP	38.5%
DEMOGRAPHICS		Avg. Advance Trip Decision	122.3 days	Phoenix	36.7%
Age		Avg. Advance Air Reservations	82.8 days	Tucson	9.2%
Male Average	45.9 years	Use of Pre-Booked Lodging	66.8%	Glen Canyon NP	2.8%
Female Average	40.9 years	USE OF PACKAGES		OTHER DESTINATIONS VISITED	
HOUSEHOLD INCOME		YES	28.7%	# of States Visited	3.0
Average HH Income	\$82,500	Guided Tour	19.6%	# of Destinations Visited	4.5
< \$40,000	27.2%	Air/Lodging	19.4%	California	64.4%
\$40,000 - \$79,999	31.7%	Air/Lodging/Tour	11.9%	Los Angeles	44.9%
\$80,000 - \$119,999	15.9%	Air/Lodging/Bus	8.1%	San Francisco	39.5%
\$120,000+	25.2%	Air/Lodging/Bus/Tour	8.0%	Yosemite N.P.	10.7%
PARTY COMPOSITION		Air/Rental Car	6.2%	San Diego	7.7%
Avg. Travel Party (mean)	1.6	Air/Lodging/Rental Car	5.2%	Sequoia N.P.	2.2%
Traveling Alone	34.8%	Advance Package Booking	111.7	Nevada	56.3%
Spouse	32.6%	# of Nights Pre-paid(part of package)	14.5 nights	Las Vegas	55.7%
Family/Relatives	31.3%	INFORMATION SOURCES		Utah	17.6%
Friends	10.2%	Travel Agency	49.3%	Monument Valley N.P.	5.9%
Group Tour	5.1%	Personal Computer	41.4%	Bryce Canyon N.P.	4.2%
Business Associates	3.5%	Friends/Relatives	19.2%	Zion N.P.	3.2%
Adults Only	91.5%	Travel Guides	14.4%	Salt Lake City	2.3%
Adults and Children	8.5%	Airlines Directly	12.9%	New York	12.4%
GENDER		Tour Company	9.9%	Texas	3.9%
Male	58.9%	State/City Travel Office	6.2%	Colorado	3.6%
Female	41.1%	Corporate Travel Dept.	6.1%	New Mexico	2.7%
FREQUENT TRAVELERS		Newspapers/Magazines	4.7%	Florida	2.4%
Repeat Visitor to the U.S.	67.9%	TV/Radio	1.3%	LEISURE ACTIVITIES	
U.S. Trips last 12 Months	1.7	Other	0.8%	Shopping	89.3%
U.S. Trips last 5 Years	4.8	ACCOMMODATIONS		Dining in Restaurants	85.6%
1 Trip	43.5%	Hotel/Motel	72.1%	Visit National Parks	63.4%
2 - 5 Trips	35.5%	Private Home	21.6%	Sightseeing in Cities	58.2%
6+ Trips	20.9%	Other	11.6%	Visit Historical Places	56.5%
ORIGIN MARKETS		TRANSPORTATION IN U.S.		Casinos/Gambling	42.8%
U.K.	20.9%	Airlines in U.S.	46.5%	Visit Small Towns	42.4%
France	13.8%	Rented Auto	40.7%	Touring Countryside	41.6%
Germany	12.7%	Taxi/Cab/Limousine	30.0%	Amusement/Theme Parks	35.3%
Japan	9.5%	Company or Private Auto	30.1%	Cultural Heritage Sites	31.1%
Mexico	6.1%	City Subway/Tram/Bus	22.9%	Guided Tours	29.7%
Australia	4.7%	Bus between cities	12.8%	Art Gallery/Museum	23.4%
India	3.0%	Motor Home/Camper	2.9%	Visit Native Am. Comm.	22.2%
Netherlands	2.9%	LENGTH OF STAY		Concert/Play/Musical	17.7%
South Korea	2.9%	# of Nights in Arizona (mean)	5.3 nights	Camping/Hiking	12.5%
PORT OF ENTRY		# of Nights in U.S. (mean)	21.0 nights	Water Sports/Sunbathing	12.3%
Los Angeles	36.0%	PURPOSE/ACTIVITIES		Nightclubs/Dancing	9.2%
Other Ports	22.7%	MAIN PURPOSE OF TRIP		Environ./Eco Excursions	8.8%
San Francisco	9.2%	Leisure & VFR	77.9%	Attend Sports Event	8.0%
Atlanta	7.1%	Leisure/Rec./Holidays	55.2%	Ethnic Heritage Sites	7.8%
New York	5.7%	Visit Friends/Relatives	20.2%	Golfing/Tennis	7.8%
Chicago	5.5%	Other	2.5%	Cruises	4.9%
		Business and Convention	22.0%	Ranch Vacations	2.9%
		Business/Professional	17.8%	Hunting/Fishing	2.1%
		Convention/Conference	4.0%	Snow Skiing	1.8%
		Study/Teaching	0.2%		

** Does not include visitors from Canada or those arriving by land from Mexico.

Source: US Department of Commerce